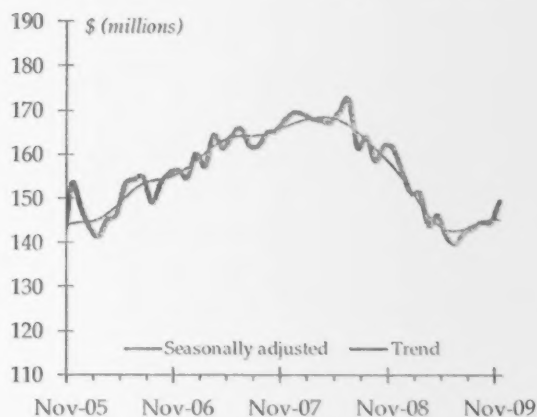


Tourism Sector Monitor ♦ February 2010

Room revenue

Room revenues at BC's accommodation properties rose 3.3% (*seasonally adjusted*) in November—the largest increase in almost three years. Sales at accommodations in both Vancouver Island/Coast (+2.9%) and Mainland/Southwest (+5.3%) drove this surge, supported by growth in Kootenay (+7.5%) and Cariboo (+0.5%). However, room revenues slipped in Thompson/Okanagan (-2.1%), North Coast (-1.7%), Nechako (-11.5%) and Northeast (-1.2%).

Room revenues climbed sharply in November



Data Source: BC Stats

Receipts at all hotels jumped 4.8%—the biggest increase in the last four years—as very large (251+ rooms; +9.8%) hotels marked a surprising swell. Additionally, small (1-75 rooms; +4.1%), mid-sized (76-150 rooms; +1.9%) and large (151-250 rooms; +1.4%) hotels all saw increased activity.

Room revenues at both motels (-1.8%) and other accommodation types (-0.5%) slipped in November.

Table 1: Room revenue
(seasonally adjusted)

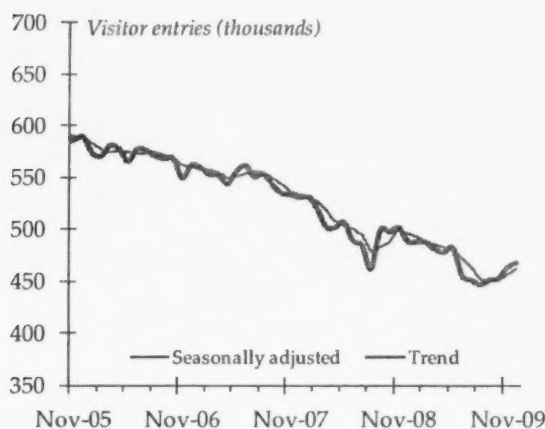
	Nov-09 (\$000)	Oct-09 (\$000)	change %
Accommodation Type			
Total	149,349	144,604	+ 3.3
Hotels	110,463	105,425	+ 4.8
Motels	16,748	17,059	- 1.8
All other accommodations	22,144	22,165	- 0.1
Regions (Top 3 performers)			
Kootenay	8,016	7,455	+ 7.5
Mainland/Southwest	80,490	76,432	+ 5.3
Vancouver Island/Coast	26,586	25,838	+ 2.9

Data Source: BC Stats

Visitor entries

Total travel to Canada via British Columbia increased 2.3% (*seasonally adjusted*) in November. American arrivals were up 2.2% with the number of both same-day (+3.2%) and overnight (+1.8%) trips rising. The number of visitors from countries other than the United States jumped 2.5% with large increases in Asian (+4.7%) and European (+4.4%) entries making up for a decline in the number of arrivals from other regions (-5.6%).

Visitor entries climbed for the fourth straight month in November



Data Source: Statistics Canada

Table 2: Visitor entries
(seasonally adjusted)

	Nov-09 (000s)	Oct-09 (000s)	change %
American visitors			
Total	358	350	+ 2.2
Same-day	112	108	+ 3.2
Overnight	246	242	+ 1.8
Overseas visitors			
Total	106	103	+ 2.5
Europe	41	40	+ 4.4
Germany	7	7	+ 7.2
UK	19	18	+ 6.7
Asia	45	43	+ 4.7
Hong Kong	7	6	+ 6.7
Japan	10	8	+20.2
Taiwan	4	3	+11.3
Other	20	21	- 5.6

Data Source: BC Stats & Statistics Canada

Other indicators

The occupancy rate at BC hotels inched up (+0.4 percentage points) in November, while the average room rate climbed (+2.7%) to \$131.80.

Vancouver International Airport serviced more (+1.4%) passengers due to a higher volume of domestic (+0.7%) and international (+4.4%) travellers. Trans-border traffic was unchanged. Passenger volumes at Victoria International Airport rebounded (+3.5%) in November.

Wind storms pummelled the Strait of Georgia late November, causing numerous blackouts and cancellation of ferries. This may have contributed to BC Ferries' drop (-1.3%) in both passenger and vehicle traffic.

Receipts at food services and drinking places in BC dropped (-1.3%) as revenues at food services fell (-1.4%). This decline was marginally offset by an expansion (+1.5%) at drinking places.

Table 3: Other tourism indicators
(seasonally adjusted)

	Nov-09	change from Oct-09
Hotel Industry		
Occupancy Rate (%)	58.3	+0.4 pp
Average Room Charge (\$)	131.80	+ 2.7
Airport Passengers	(000s)	(%)
Vancouver International Airport		
Total Traffic	1,356	+ 1.4
US (trans-border)	318	0.0
Other International	310	+ 4.4
Canada (domestic)	728	+ 0.7
Victoria International Airport		
Total Traffic	132	+ 3.5
Food Services Receipts	(\$ millions)	(%)
All Establishments	657	- 1.3
Food Service	602	- 1.4
Drinking Places	53	+ 1.5
Transportation	(000s)	(%)
BC Ferries		
Vehicle Volume	686	- 1.3
Passenger Volume	1,713	- 1.3
Exchange Rates	Cdn \$1.00	
US Dollar (\$)	0.944	0.00
UK Pound (£)	0.569	-0.02
Japanese Yen (¥)	84.097	-1.56
Australian Dollar (\$)	1.027	-0.02

Data Source: Statistics Canada (pp = percentage points)

A look ahead—December 2009†

The provincial drive in November was put in reverse for December as room revenues in BC fell (-3.7%, *seasonally adjusted*). Mainland/Southwest (-6.1%) and Kootenay (-6.4%) were hardest hit, while Vancouver Island/Coast (-1.9%) room revenues also contracted. Cariboo (+0.2%), North Coast (+0.2%), Nechako (+3.5%) and Northeast (+5.8%) all saw a slight increase in room receipts. Accommodation sales in Thompson/Okanagan remained unchanged.

Revenues at hotels (-3.8%) dropped in December, brought on by reduced sales at small (1-75 rooms; -5.2%), mid-sized (76-150 rooms; -1.9%) and very large (251+ rooms; -7.1%) hotels. Only large (151-250 rooms; +0.7%) garnered higher receipts. While revenues at both motels (-0.1%) and all other accommodations (-0.4%) showed marginal declines, vacation rentals (-12.1%) plummeted to a seven-year low.

Occupancy at BC's hotels fell (-0.4%) in December. Similarly, the average daily room rate dropped (-2.2%) to \$128.90.

More domestic (+1.7%) and trans-border (+3.5%) passengers took flight at Vancouver International Airport, resulting in higher (+1.6%) total passenger volume. The number of international travellers slipped (-0.9%). Victoria International Airport saw a marginal increase (+0.4%) in visitors.

Volume at BC Ferries bounced back (+4.2%), reaching a 19-month high, as more foot passengers (+5.3%) and vehicles (+1.4%) boarded in December.

Revenues at BC's food services and drinking places industry expanded (+0.7%) with increased sales at both food services (+1.6%) and drinking places (+0.2%).

Related news/events for December 2009

- The Vancouver 2010 Winter Olympic Games Organising Committee (VANOC) distributes permits to the community of Whistler that regulate traffic on the Sea-to-Sky highway corridor during the Olympic Winter Games.
- VANOC's "fan-to-fan marketplace" website opens, allowing Olympic enthusiasts to resell venue tickets online.
- The Olympic torch reached Canada's southernmost point—Point Pelee National Park in Ontario.
- All US flights experience increase security checks after a failed terror attack.

† Companies file their hotel room taxes with varying delays. The initial data received by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data in January are not reported until April. However, we also report "preliminary data" with a two-month lag.

Over 24 reports in 2006-2008, seasonally adjusted preliminary numbers—reported in the "look ahead" section—were lower than subsequently reported estimates by an average of 0.2 percentage points, thereby either underestimating growths or overestimating declines. This is partly because the initial data retrieved at the time the estimates are calculated are not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus: Vancouver 2010 Winter Olympic Games

Introduction

For sixteen days, people from around the world turned their attention to Vancouver and Whistler to witness sporting excellence. Over 2,600 athletes from 82 countries competed for a place in history at the Vancouver 2010 Winter Olympic Games. Daily media coverage featured throngs of both locals and foreign visitors alike taking in the sights and participating in the Olympic atmosphere.

Did you know...

...that Vancouver was just one of three finalist cities bidding to host the 2010 Olympic Games? Other finalist cities in the running were PyeongChang, South Korea and Salzburg, Austria.

The overall economic impacts to Vancouver and the rest of British Columbia in hosting the Games will take months or even years to fully appreciate. However, in order to better determine what was accomplished, it seems appropriate to reflect on the performance of particular indicators in the years leading up to the Olympics.

The aim of this article, therefore, is to present snapshots of how Vancouver¹ and Whistler appeared during the month of February in the years leading up to the 2010 Vancouver Olympic Games. In the months ahead, as data becomes available, a future article will examine

these same indicators in the wake of the Olympics.

Vancouver and Whistler

Home to more than 2.3 million people² and covering an area of roughly 2,900 square kilometres, the metropolitan area of Vancouver is one of the most densely populated in Canada and is the economic and cultural centre of British Columbia. While the principal city in the region is the City of Vancouver, the region itself consists of 22 individual municipalities, 1 unincorporated electoral area and 1 treaty First Nation. During the Olympic Games, Vancouver hosted hockey, curling, figure skating and short track speed skating. Richmond, one of the region's constituent municipalities, was the venue for long track speed skating and West Vancouver's Cypress Mountain was home to the snowboarding and freestyle skiing competitions.

Did you know...

...that during the 106-day torch relay, the Olympic Flame was carried more than 45,000km by over 12,000 torchbearers though 1,037 communities reaching every corner of the country?

Approximately 120km north of Vancouver, the resort town of Whistler was officially designated the Host Mountain Resort for the Games. Recognized as one of the world's premier locations for skiing, snowboarding and mountain biking, Whistler's permanent population was just 10,228 in 2009². However, counting overnight and same-day visitors, Whistler is host to

¹For the purposes of this article, the term "Vancouver" is used to synonymously with "Metro Vancouver" and the "Greater Vancouver Regional District". The term "City of Vancouver" will be used to when it is necessary to distinguish between the municipality and the regional district.

²Based on BC Stats' population estimates for 2009.

an average 28,000 people during the winter months, including residents, seasonal workers and tourists from around the world.³ The sledding competitions (bobsleigh, luge and skeleton) as well as the Nordic and alpine skiing events were all held in Whistler during the 2010 Games.

Did you know...

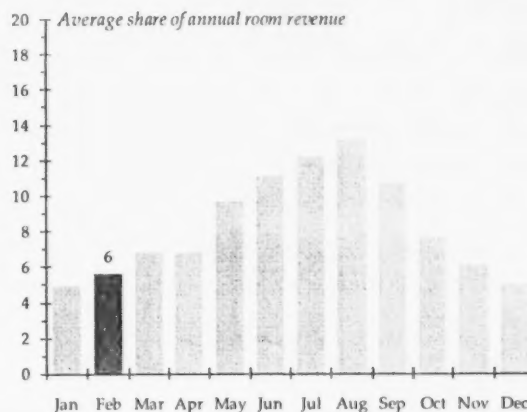
...that the Vancouver 2010 Winter Olympic Games had many firsts, including the presentation of undulating medals for finalists, the first indoor opening ceremony as well as the first spring-time Winter Olympics?

Room Revenues

Between 2000 and 2008, Vancouver accounted for an average of nearly three-quarters (74%) of total room revenues generated in the Mainland/Southwest development region to which Vancouver belongs. While Vancouver sees visitors year-round, during those nine years an average one-quarter of total room revenues generated were earned during the peak of the summer season in July and August. February, by contrast, can be considered a part of Vancouver's "off-peak" period taking in an average of just 6% of total annual room revenues.

Given the likely increase in the level of demand for accommodation services during the games, it is plausible that February's share of total room revenues in 2010 will exceed that of previous years.

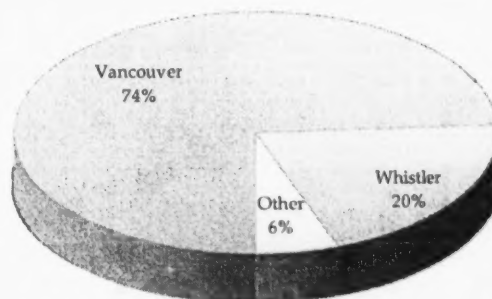
On average (since 2000), just 6% of Vancouver's total room revenues have been earned in February



Data Source: BC Stats

With an economy that is so heavily focused on winter sport and tourism, it is no surprise that the greatest share of Whistler's room revenues are earned during the winter season. What may be surprising, however, is that while Vancouver represented the bulk of revenues earned in the Mainland/Southwest development region, most of the room revenues earned *outside* of Vancouver were generated within Whistler (20%). From 2000 to 2008, an average of nearly two-thirds (63%) of revenues originating at Whistler's hotels, motels and other accommodation types were earned from December to March.

Mainland/Southwest revenues were mainly generated in Vancouver and Whistler



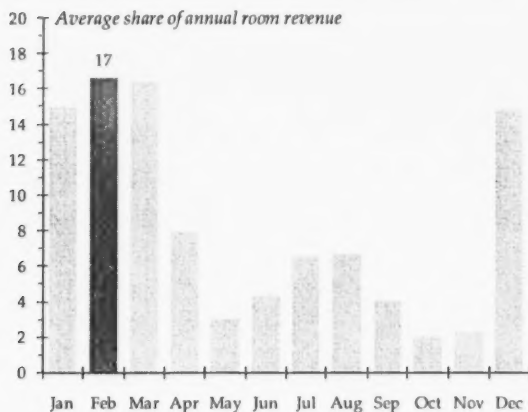
Data Source: BC Stats

³ "Population and Demographics," www.whistler2020.ca

Room revenues received in February, in particular, accounted for an average of nearly one-fifth (17%) of total returns during the years 2000 to 2008.

Given Whistler's central position within the Games as the venue for both sledding and skiing competitions, February 2010 is likely to yield a higher share of total revenues than has been the case in recent years.

On average (since 2000), February accounted for 17% of Whistler's annual room revenues



Data Source: BC Stats

Hotel Occupancy and Average Daily Room Rates

Hotels are only one source of accommodation. However, hotels remain the most important source of room revenues among all accommodation types in the province. From 2000 to 2008, an average of almost three quarters (72%) of all room revenues was generated in British Columbia's hotels. Looking specifically at Whistler, that share was roughly the same as the provincial proportion (73%) while, nearly all (93%) of the revenues grossed in the Vancouver area originated at the region's hotels. Therefore, given the central place of hotels in BC's accommodation industry, patterns in hotel occupancy and room rates are certainly helpful in

understanding activity for a significant portion of accommodation revenues.

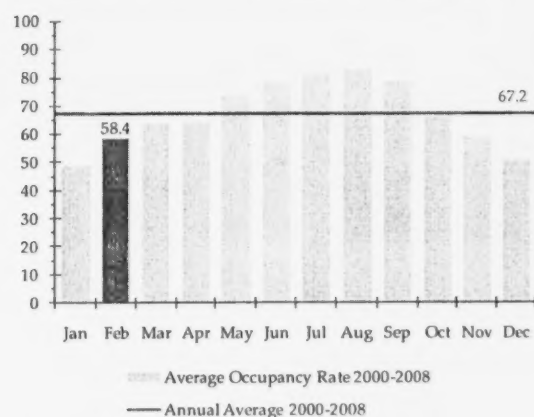
Did you know...

...that each medal made for the Vancouver 2010 Olympic Winter Games was 100mm across, 6mm thick and weighed between 500 and 576 grams?

As illustrated previously, the month of February falls within a relative lull in activity for accommodation in Vancouver each year. This fact is reflected in Vancouver's occupancy and average daily room rates. Taking a look at February rates from 2000 to 2008, Vancouver had an average occupancy rate of 58.4%, well below the annual average (-8.8 percentage points) and significantly lower (-24.2 percentage points) than its high-point of 82.6% recorded in August. Average daily room rates in February over the same period were \$103.96, 13.7% down from the annual room rates recorded for those years (\$120.47) and 28.6% off the peak rate recorded in July (\$145.56).

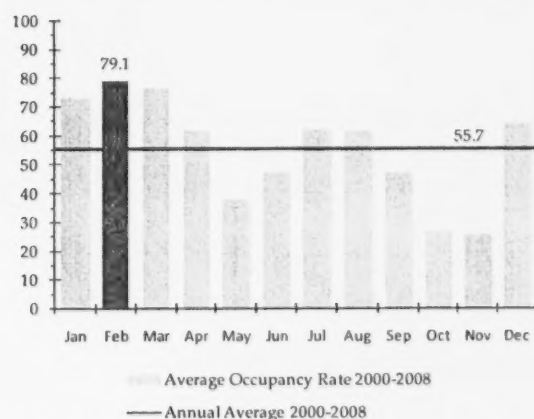
On the contrary, though not surprisingly, with Whistler's reputation as one of the world's foremost winter sport destinations, demand for accommodation is at its peak during and around the month of February. From 2000 to 2008, Whistler's average occupancy rate reached its highest point in February at 79.1%, well above (+23.4 percentage points) the annual average of 55.7%. As occupancy rates rose, so did average daily room rates, climbing to an average of \$285.57 in February while the annual average from 2000 to 2008 was at a significantly lower \$184.83.

Vancouver's hotel occupancy rates lay below their annual average during the winter...



Data Source: Pannell Kerr Forster & BC Stats

...while occupancy rates in Whistler were at their peak, well above their annual average



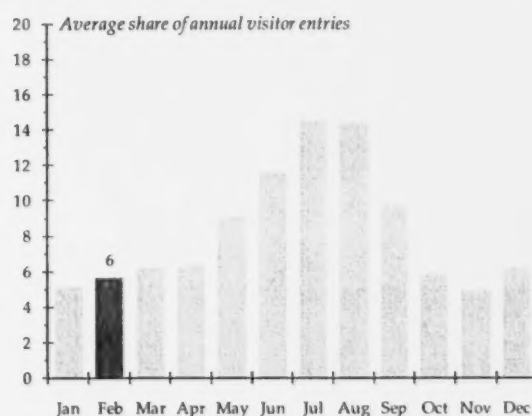
Data Source: Pannell Kerr Forster & BC Stats

Visitor Entries

Attendees at the Olympic Games are expected to arrive from across Canada and around the world. Typically, February is among the least popular months for travellers from the US and overseas to come to Canada. Between 2000 and 2008, an average of just 6% of total non-resident entries via BC occurred during the month of February. This share of total entries was well below the peak months of July and August, which accounted for 15% and 14% of total en-

tries respectively. On a seasonal basis, the summer period (June to August) saw an average of 41% of total visitor entries between 2000 and 2008, while the winter months (December to February) saw an average of just 17% of total entries.

Visitors arriving in February made up just 6% of total annual entries between 2000 and 2008



Data Source: BC Stats & Statistics Canada

Transportation

The Vancouver International Airport (YVR) is a significant hub for air traffic on the west coast of North America and is a main point of entry to British Columbia from other parts of Canada, the United States and overseas. Since the users of the airport's services are more broadly based than, for instance, the accommodation industry, passenger arrivals and departures at YVR are not as susceptible to large seasonal variability throughout the year. Typically, therefore, passenger traffic during February is not so very different than it is at any other time of year and routinely made up between 8% and 9% of all passenger traffic at the Vancouver airport each year from 2000 to 2008.

Conclusion

Hosting a major world event such as the Olympic Games has brought many visitors and tourist dollars into the province. Although the 2010

Winter Games have ended and guests from this and many other countries are heading home, there is still more to come. The Vancouver 2010 Paralympic Winter Games will begin in the coming weeks (March 12-21).

Did you know...

...that host cities for future Olympic Games are:

- London, UK – Summer Olympic Games (27 July-12 August 2012)
- Sochi, Russia – Winter Olympic Games (7-23 February 2014)
- Rio de Janeiro, Brazil – Summer Olympic Games (5-21 August 2016)

The recent economic downturn will play a role in shaping the final impacts of the Games, perhaps making the difference between potential and actual impacts difficult to assess. However, in the months and years that follow, the long-term Olympic impacts from the expanded infrastructure, remaining venues as well as the more short-term outcome of accommodating such a large number of attendees can be analyzed. BC Stats will be following up with another feature article on the economic impacts of the 2010 Olympics when the February room revenue data are available.

Table 1: Room Revenue by Development Region (\$000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,450	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,458
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.5	- 1.1	- 3.2	12.5	0.7
Monthly data									
Nov-08	28,198	82,540	24,846	10,879	4,804	2,249	904	6,965	161,385
Dec-08	26,811	82,825	23,337	8,167	4,912	2,734	878	6,360	156,024
Jan-09	26,021	79,925	23,318	7,605	4,735	2,583	722	6,345	151,253
Feb-09	27,579	79,434	23,746	7,426	4,603	2,182	819	5,378	151,166
Mar-09	25,662	75,956	22,292	7,524	4,445	2,010	856	5,197	143,942
Apr-09	25,085	77,948	22,779	7,764	4,364	1,919	889	5,480	146,228
May-09	25,209	74,361	21,510	7,787	4,361	1,937	760	5,587	141,511
Jun-09	24,558	72,447	22,049	7,597	4,462	1,815	831	5,932	139,692
Jul-09	25,098	74,001	22,583	7,789	4,490	1,955	836	5,515	142,266
Aug-09	25,068	75,812	22,108	7,646	4,509	1,991	916	5,327	143,377
Sep-09	25,518	76,600	22,088	7,824	4,612	1,864	844	5,308	144,658
Oct-09	25,838	76,432	21,805	7,455	4,545	1,886	837	5,805	144,604
Nov-09	26,586	80,490	21,353	8,016	4,570	1,854	741	5,738	149,349
Month-over-month growth rates									
Nov-08	1.6	- 3.8	0.2	27.9	- 4.3	2.3	- 0.4	- 0.5	- 0.4
Dec-08	- 4.9	0.3	- 6.1	-24.9	2.2	21.6	- 2.9	- 8.7	- 3.3
Jan-09	- 2.9	- 3.5	- 0.1	- 6.9	- 3.6	- 5.5	-17.7	- 0.2	- 3.1
Feb-09	6.0	- 0.6	1.8	- 2.4	- 2.8	-15.5	13.4	-15.2	- 0.1
Mar-09	- 7.0	- 4.4	- 6.1	1.3	- 3.4	- 7.9	4.6	- 3.4	- 4.8
Apr-09	- 2.2	2.6	2.2	3.2	- 1.8	- 4.5	3.8	5.4	1.6
May-09	0.5	- 4.6	- 5.6	0.3	- 0.1	0.9	-14.5	1.9	- 3.2
Jun-09	- 2.6	- 2.6	2.5	- 2.4	2.3	- 6.3	9.4	6.2	- 1.3
Jul-09	2.2	2.1	2.4	2.5	0.6	7.7	0.6	- 7.0	1.8
Aug-09	- 0.1	2.4	- 2.1	- 1.8	0.4	1.9	9.5	- 3.4	0.8
Sep-09	1.8	1.0	- 0.1	2.3	2.3	- 6.4	- 7.9	- 0.4	0.9
Oct-09	1.3	- 0.2	- 1.3	- 4.7	- 1.5	1.2	- 0.8	9.4	0.0
Nov-09	2.9	5.3	- 2.1	7.5	0.5	- 1.7	-11.5	- 1.2	3.3

November month-over-month growth rates

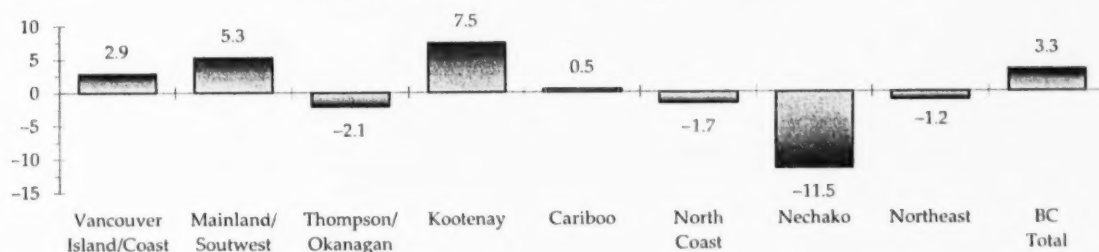


Table 2: Room Revenue by Accommodation Type (\$000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2004	450,729	206,157	327,095	155,194	199,464	140,485	108,062
2005	464,550	220,831	353,450	170,111	214,522	145,630	112,469
2006	489,210	244,627	387,134	186,946	235,740	143,330	120,622
2007	517,695	261,655	435,917	200,035	247,119	161,591	139,947
2008	516,021	260,092	455,340	199,635	240,975	159,445	145,950
Annual growth rates							
2004	8.6	6.1	9.3	6.1	6.5	3.4	5.3
2005	3.1	7.1	8.1	9.6	7.5	3.7	4.1
2006	5.3	10.8	9.5	9.9	9.9	- 1.6	7.2
2007	5.8	7.0	12.6	7.0	4.8	12.7	16.0
2008	- 0.3	- 0.6	4.5	- 0.2	- 2.5	- 1.3	4.3
Monthly data							
Nov-08	40,558	20,593	37,132	16,117	19,318	15,042	12,679
Dec-08	39,762	20,021	36,699	16,169	19,230	11,930	12,255
Jan-09	38,510	19,518	36,474	15,462	18,490	11,156	11,253
Feb-09	39,941	19,675	36,092	15,750	18,377	10,504	10,825
Mar-09	36,576	19,133	34,969	14,954	17,174	10,352	10,822
Apr-09	38,299	18,498	34,997	15,149	16,975	11,311	10,957
May-09	35,342	18,272	34,717	14,683	16,845	11,011	10,708
Jun-09	35,037	17,567	34,759	14,445	16,937	10,783	10,228
Jul-09	35,794	18,394	34,894	14,719	17,048	10,573	10,930
Aug-09	35,504	18,714	35,544	14,686	17,155	11,090	10,779
Sep-09	35,922	18,694	35,645	15,022	17,297	11,248	10,893
Oct-09	35,477	18,796	35,871	15,281	17,059	11,161	11,004
Nov-09	38,959	19,055	36,542	15,907	16,748	11,200	10,944
Month-over-month growth rates							
Nov-08	- 4.4	- 2.6	- 1.7	- 3.5	- 1.5	21.2	5.9
Dec-08	- 2.0	- 2.8	- 1.2	0.3	- 0.5	-20.7	- 3.3
Jan-09	- 3.1	- 2.5	- 0.6	- 4.4	- 3.8	- 6.5	- 8.2
Feb-09	3.7	0.8	- 1.0	1.9	- 0.6	- 5.8	- 3.8
Mar-09	- 8.4	- 2.8	- 3.1	- 5.1	- 6.5	- 1.5	0.0
Apr-09	4.7	- 3.3	0.1	1.3	- 1.2	9.3	1.3
May-09	- 7.7	- 1.2	- 0.8	- 3.1	- 0.8	- 2.7	- 2.3
Jun-09	- 0.9	- 3.9	0.1	- 1.6	0.5	- 2.1	- 4.5
Jul-09	2.2	4.7	0.4	1.9	0.7	- 1.9	6.9
Aug-09	- 0.8	1.7	1.9	- 0.2	0.6	4.9	- 1.4
Sep-09	1.2	- 0.1	0.3	2.3	0.8	1.4	1.1
Oct-09	- 1.2	0.5	0.6	1.7	- 1.4	- 0.8	1.0
Nov-09	9.8	1.4	1.9	4.1	- 1.8	0.4	- 0.5

November month-over-month growth rates

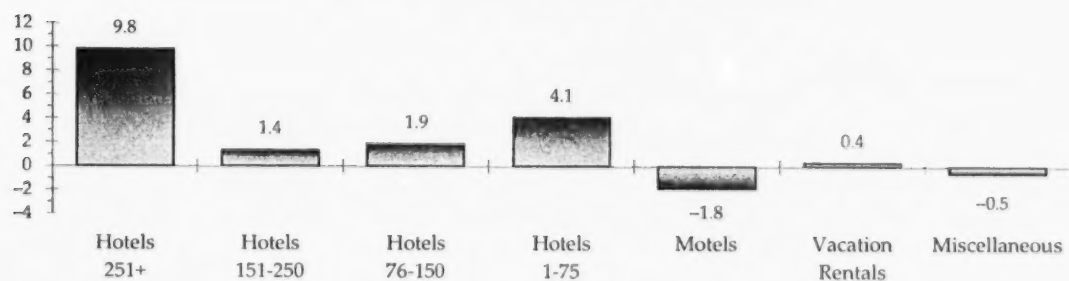


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Nov-09	YTD 09	Nov-08	YTD 08	Nov-09	Nov-08	Nov-09	Nov-08
Vancouver Island/Coast								
17 Capital								
All accommodation types	8,024	157,866	- 6.1	- 10.6	142	- 6	7,581	-707
Hotels	6,949	134,565	- 3.9	- 9.7	63	- 4	5,768	-159
76-150 Rooms	1,675	34,418	2.1	- 4.6	20	0	1,984	33
1-75 Rooms	1,363	27,310	- 7.0	- 12.9	32	- 4	1,297	-192
Motels	476	8,154	- 7.0	- 20.6	22	3	1,042	210
Miscellaneous	407	10,269	- 28.6	- 12.9	32	- 3	531	-737
19 Cowichan Valley								
All accommodation types	773	9,180	39.2	- 16.8	29	0	657	36
Motels	72	1,546	3.6	- 26.0	13	0	245	22
21 Nanaimo								
All accommodation types	2,333	38,428	- 15.4	- 5.0	58	- 3	2,292	-165
Hotels	1,424	17,484	- 8.6	0.9	15	0	1,027	0
Motels	416	8,047	- 19.8	- 16.1	21	- 2	642	- 51
23 Alberni-Clayoquot								
All accommodation types	2,285	45,155	2.7	- 3.9	59	1	1,622	127
Hotels	752	13,012	20.8	14.4	12	1	583	133
Motels	184	4,034	- 12.4	- 11.0	20	- 1	390	- 7
Vacation Rentals	731	16,240	- 1.3	- 2.7	17	1	318	7
25 Comox Valley +								
26 Strathcona								
All accommodation types	1,419	31,210	- 4.8	- 13.5	54	0	1,727	58
Motels	392	6,245	- 14.6	- 23.1	24	2	675	25
Vacation Rentals	39	3,993	20.7	- 11.2	10	- 2	108	- 64
27 Powell River								
All accommodation types	299	4,408	15.2	- 14.5	18	1	371	14
43 Mount Waddington								
All accommodation types	249	6,693	- 22.3	- 16.1	15	- 2	541	- 90

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		#	# chg from	#	# chg from
	Nov-09	YTD 09	Nov-08	YTD 08				
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	2,997	39,725	7.9	- 7.7	66	1	2,440	14
Hotels	2,389	28,889	10.0	- 7.2	19	0	1,414	0
Motels	510	8,219	2.9	- 11.1	33	0	914	0
15 Greater Vancouver								
All accommodation types	45,525	659,027	- 3.2	- 13.3	224	- 1	27,663	49
Hotels	43,280	615,840	- 2.9	- 13.0	158	0	23,243	35
251+ Rooms	22,061	302,887	- 1.0	- 14.6	22	0	8,953	0
151-250 Rooms	8,299	121,642	- 8.5	- 15.3	27	0	5,285	0
76-150 Rooms	10,579	155,343	- 3.9	- 9.1	64	0	6,796	20
1-75 Rooms	2,341	35,968	5.9	- 8.0	45	0	2,209	15
Motels	1,589	25,138	- 14.5	- 16.3	37	- 1	1,901	- 13
Vacation Rentals	350	7,714	34.5	- 8.6	12	- 2	440	- 2
Miscellaneous	305	10,217	- 8.2	- 21.2	17	2	2,079	29
29 Sunshine Coast								
All accommodation types	373	7,331	9.9	11.3	22	3	398	17
31 Squamish-Lillooet								
All accommodation types	4,956	148,215	7.2	- 16.1	77	- 7	5,357	26
Hotels	3,828	114,851	7.8	- 13.3	34	0	3,905	152
76-150 Rooms	1,484	35,301	23.1	- 2.4	14	0	1,316	0
Vacation Rentals	843	24,570	15.4	- 25.3	22	- 3	1,007	- 63
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	1,702	52,624	- 13.4	- 6.1	89	- 1	3,252	148
Hotels	1,021	20,011	- 10.9	- 7.8	12	0	1,062	0
Motels	482	19,031	- 12.3	- 9.3	54	- 2	1,392	- 51
33 Thompson-Nicola								
All accommodation types	2,678	60,832	- 14.5	- 13.7	116	- 1	4,875	19
Hotels	1,383	28,143	- 16.6	- 15.1	25	- 3	1,860	- 91
1-75 Rooms	235	5,051	5.9	- 11.6	14	- 3	542	- 91
Motels	1,015	20,444	- 15.5	- 12.0	66	2	2,066	47
Miscellaneous	165	6,016	1.7	- 1.8	13	0	668	67
35 Central Okanagan								
All accommodation types	2,864	69,244	- 27.1	- 14.3	48	0	3,393	154
Hotels	2,081	44,066	- 26.5	- 12.2	15	1	1,809	178
Motels	588	13,976	- 22.4	- 15.4	19	- 1	1,031	- 40
37 North Okanagan								
All accommodation types	1,351	22,430	19.4	- 5.3	37	2	1,604	29
Hotels	787	12,988	29.1	- 7.2	13	1	956	21
39 Columbia-Shuswap								
All accommodation types	1,525	49,115	- 9.3	- 8.8	71	- 3	3,009	-113
Hotels	891	23,694	- 1.8	- 4.5	21	- 1	1,412	- 6
Motels	456	13,795	- 16.4	- 13.1	28	0	1,150	- 24

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Nov-09	YTD 09	Nov-08	YTD 08	Nov-09	Nov-08	Nov-09	Nov-08
Kootenay								
01 East Kootenay								
All accommodation types	1,689	49,745	- 16.4	- 12.9	108	- 1	4,443	141
Hotels	923	18,428	- 9.5	- 13.8	26	- 2	1,648	- 41
76-150 Rooms	617	11,453	- 10.7	- 14.0	11	0	1,028	0
1-75 Rooms	306	6,975	- 7.0	- 13.4	15	- 2	620	- 41
Motels	241	7,568	- 36.0	- 16.5	35	0	849	- 18
Vacation Rentals	193	12,321	- 32.2	- 11.7	30	1	1,049	26
Miscellaneous	332	11,429	- 2.2	- 10.2	17	0	897	174
03 Central Kootenay								
All accommodation types	1,114	20,723	2.4	- 6.5	57	- 4	1,447	- 35
Hotels	467	8,311	- 1.6	- 10.5	13	0	592	0
Motels	462	6,438	17.2	1.1	29	- 3	625	- 29
05 Kootenay Boundary								
All accommodation types	455	13,954	- 26.3	- 15.6	31	- 2	737	- 20
Motels	205	3,291	- 3.3	- 12.6	19	- 1	395	- 14
Cariboo								
41 Cariboo								
All accommodation types	1,037	18,450	- 8.5	- 10.0	57	- 6	1,592	- 77
Hotels	539	7,814	6.4	- 5.5	10	- 1	608	- 16
Motels	447	7,059	- 19.0	- 13.7	32	- 2	857	- 43
53 Fraser-Fort George								
All accommodation types	2,415	32,662	- 1.7	- 14.6	49	- 2	2,565	- 99
Hotels	1,630	20,197	- 1.4	- 13.6	16	0	1,349	0
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	535	13,437	- 10.6	- 13.0	26	0	917	4
Motels	123	2,528	- 14.1	- 17.2	10	- 1	325	- 30
49 Kitimat-Stikine								
All accommodation types	572	9,614	- 27.6	- 10.5	33	0	865	41
Motels	282	4,230	- 33.1	- 15.9	19	0	470	- 8

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		#	# chg from	#	# chg from
	Nov-09	YTD 09	Nov-08	YTD 08				
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	579	9,354	- 18.7	- 9.5	41	0	1,013	66
Motels	285	4,063	- 12.3	- 11.8	19	1	536	30
Northeast								
55 Peace River +								
59 Northern Rockies [†]								
All accommodation types	5,781	62,655	- 16.1	- 12.8	71	- 8	4,619	-135
Hotels	4,603	46,685	- 6.4	- 4.6	34	0	2,586	- 2
76-150 Rooms	3,607	37,285	- 2.5	3.1	18	0	1,901	0
1-75 Rooms	997	9,400	- 18.3	- 26.4	16	0	685	- 2
Motels	948	10,960	- 19.6	- 18.0	24	- 5	842	-100

Note: [†]Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.

Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Nov-09	YTD 09	Nov-08	YTD 08	Nov-09	Nov-08	Nov-09	Nov-08
Vancouver Island/Coast	15,428	294,356	- 4.7	- 9.8	379	-10	14,854	-752
Victoria (C)	6,139	120,573	- 3.5	-11.3	73	0	5,595	34
Saanich Peninsula	619	10,405	- 2.5	- 9.3	12	- 1	516	- 45
Other CRD	1,266	26,888	-18.0	- 8.1	57	- 5	1,470	-696
Nanaimo (C)	1,548	18,019	-12.5	-11.4	21	- 1	1,080	- 45
Port Alberni (C)	220	3,881	-21.8	-10.4	11	- 1	345	- 19
Comox Valley	808	13,376	- 8.7	- 6.8	14	1	717	91
Campbell River	516	10,591	- 1.1	-16.7	19	0	665	18
Tofino (DM)	1,711	33,982	- 1.4	- 4.5	27	1	783	6
Ucluelet (DM)	334	6,240	85.1	7.3	16	1	433	131
Rest of Development Region	2,268	50,402	-51.9	-54.4	129	- 5	3,250	-227
Mainland/Southwest	53,851	854,297	- 1.7	-13.4	389	- 4	35,858	106
Downtown Vancouver (C)	26,547	399,645	- 3.0	-13.5	83	- 3	12,791	- 86
Other Vancouver (C)	3,543	56,489	-10.1	-15.3	35	3	3,362	32
Richmond (C)	7,417	93,910	- 3.4	-14.1	24	0	4,020	- 1
Burnaby (C)	2,253	27,913	-	-	10	1	2,084	200
Other GVRD	5,765	81,069	- 3.6	-12.8	72	- 2	5,406	- 96
Whistler (RM)	4,413	137,001	8.3	-17.2	52	- 4	4,589	77
Abbotsford/Mission	981	12,437	- 2.9	- 8.1	13	0	754	-
Hope (DM)	191	3,732	34.9	- 3.7	19	0	430	-
Rest of Development Region	2,741	42,100	-	-	81	1	2,422	- 20
Thompson/Okanagan	10,122	254,245	-14.5	-10.8	361	- 3	16,133	237
Penticton (C)	767	24,489	-10.6	-10.4	34	0	1,543	- 12
Kamloops (C)	1,810	35,270	-17.2	-13.7	47	1	2,916	35
Kelowna (C)	2,512	57,987	-27.4	-14.8	36	0	2,644	69
Vernon (C)	819	16,231	16.9	- 1.2	24	0	1,180	-
Revelstoke (C)	643	16,529	0.0	- 3.6	23	2	984	34
Golden (T)	306	11,901	-16.0	-20.8	23	- 4	1,022	-127
Osoyoos (T)	179	12,729	-25.3	- 0.1	21	1	933	219
Oliver/Okanagan Falls	50	3,040	-32.1	- 8.6	11	- 1	179	- 18
Cache Creek (V)	-	-	-	-	9	0	202	- 18
Rest of Development Region	-	-	-	-	174	- 2	5,844	5,844
Kootenay	3,258	84,421	-12.6	-11.9	196	- 7	6,627	86
Cranbrook (C)	593	9,688	- 9.9	-13.1	18	- 1	881	- 36
Fernie (C)	233	10,781	-13.4	-16.8	21	- 1	779	- 24
Nelson (C)	417	7,154	17.9	- 6.5	11	0	450	-
Kimberley	79	4,769	6.4	- 7.0	18	- 1	578	65
Columbia Valley	591	19,788	-22.3	-12.0	39	1	1,807	110
Rest of Development Region	2,016	56,798	-17.6	-11.4	146	- 5	4,517	146
Cariboo	3,452	51,112	- 3.9	-13.0	106	- 8	4,157	-176
Quesnel (C)	168	3,443	-24.7	-19.4	14	0	445	-
Williams Lake (C)	480	6,410	4.0	- 2.2	10	- 1	545	- 33
Prince George (C)	2,082	24,903	1.2	-14.7	25	- 2	1,784	- 75
Valemount/Robson Valley	178	5,452	-26.7	-16.0	12	- 2	406	- 51
Rest of Development Region	721	16,356	-14.9	-12.6	57	- 5	1,383	- 68

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Nov-09	YTD 09	Nov-08	YTD 08	Nov-09	Nov-08	Nov-09	Nov-08
North Coast	1,107	23,051	-20.3	-12.0	59	0	1,782	45
Prince Rupert (C)	407	7,697	-16.4	- 9.4	14	- 1	757	- 4
Terrace (C)	-	-	-	-	8	1	314	12
Rest of Development Region	-	-	-	-	37	0	711	37
Nechako	579	9,354	-18.7	- 9.5	41	0	1,013	66
Smithers (T)	296	5,046	-29.5	-11.6	14	0	429	50
Rest of Development Region	283	4,308	- 3.1	- 6.9	27	0	584	16
Northeast	5,781	62,655	-16.1	-12.8	71	- 8	4,619	-135
Dawson Creek (C)	1,557	14,297	- 4.5	2.1	15	- 1	633	- 41
Fort St. John (C)	1,594	15,918	-12.0	-21.5	14	0	1,134	-
Rest of Development Region	2,629	32,440	-23.8	-13.5	42	- 7	2,852	- 94

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region (\$000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,450	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,458
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.5	- 1.1	- 3.2	12.5	0.7
Monthly data									
Nov-08	16,188	54,771	11,844	3,727	3,590	1,389	712	6,890	99,111
Dec-08	14,248	70,682	13,624	8,331	3,462	1,179	555	5,421	117,502
Jan-09	12,066	69,088	14,693	8,660	3,158	960	393	6,596	115,614
Feb-09	15,902	75,141	16,090	9,920	3,182	1,424	498	6,192	128,351
Mar-09	19,162	77,003	17,476	8,831	3,785	1,372	687	6,611	134,927
Apr-09	20,400	66,242	14,959	5,235	3,692	1,166	634	4,194	116,522
May-09	27,737	76,191	20,727	5,775	4,619	1,931	688	3,920	141,588
Jun-09	31,865	84,075	27,430	6,824	5,448	2,964	1,047	5,864	165,518
Jul-09	44,186	96,031	42,688	10,881	6,353	4,166	1,153	5,709	211,167
Aug-09	49,622	105,935	47,228	11,877	6,723	3,973	1,332	5,684	232,374
Sep-09	35,883	86,473	26,850	8,413	6,061	2,627	1,254	5,738	173,299
Oct-09	22,103	64,266	15,981	4,748	4,641	1,361	1,089	6,365	120,554
Nov-09	15,428	53,851	10,122	3,258	3,452	1,107	579	5,781	93,578
Year-over-year percent changes									
Nov-08	- 1.9	- 5.6	- 0.2	- 9.8	-12.6	2.5	- 6.8	30.7	- 2.8
Dec-08	- 6.9	- 9.5	-10.5	- 6.7	- 9.4	21.8	- 2.4	12.1	- 8.0
Jan-09	-11.2	-13.2	- 6.9	-16.5	- 9.9	0.0	-23.2	27.6	-10.7
Feb-09	- 4.1	-14.4	- 7.3	-16.7	-13.1	- 4.5	-13.6	- 4.4	-12.0
Mar-09	-11.4	-17.4	-14.6	-14.6	-17.7	- 9.4	- 6.6	-10.9	-15.6
Apr-09	- 9.8	-11.3	- 7.3	1.4	-20.8	-13.7	-14.2	-28.1	-11.2
May-09	-10.9	-18.0	-15.6	-15.4	-17.3	-11.9	-16.2	-12.7	-16.0
Jun-09	-17.3	-20.6	-15.1	-18.6	-18.8	-23.6	- 9.1	-12.2	-18.7
Jul-09	- 8.5	-14.4	- 3.3	- 4.1	-12.5	-12.4	- 7.7	-14.9	-10.5
Aug-09	-11.4	-11.2	-14.0	-12.2	-10.8	- 0.6	2.3	-20.3	-11.9
Sep-09	- 5.7	- 7.9	- 7.5	- 4.9	- 6.6	-11.7	- 7.4	-22.4	- 7.8
Oct-09	- 6.0	-10.2	-13.1	-12.1	- 9.8	-19.7	- 8.0	-16.5	-10.4
Nov-09	- 4.7	- 1.7	-14.5	-12.6	- 3.9	-20.3	-18.7	-16.1	- 5.6

November year-over-year growth rates

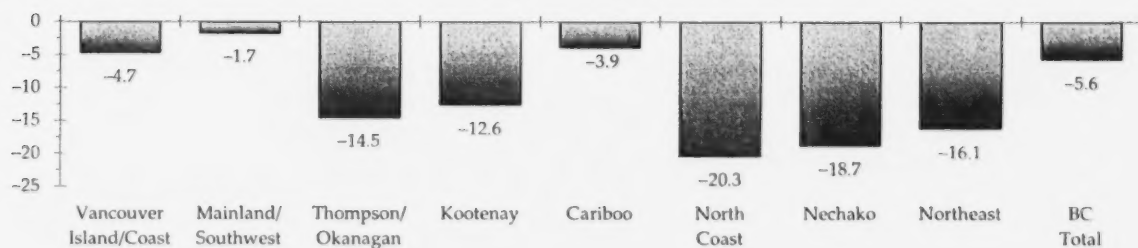


Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	Total	Asia	Europe	Other [†]
Annual data								
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,765	3,297	1,515	699	519	297
2008	5,989	4,476	1,432	3,044	1,513	673	514	326
2009	5,608	4,295	1,393	2,902	1,313	575	471	267
Annual percent changes								
2005	- 3.0	- 4.8	- 6.6	- 3.5	4.6	1.1	7.8	9.3
2006	- 5.2	- 6.5	-16.0	0.0	- 0.5	- 0.9	- 0.2	0.0
2007	- 3.9	- 5.9	- 9.2	- 4.0	3.3	- 2.5	5.3	15.6
2008	- 8.9	-11.6	-18.9	- 7.7	- 0.1	- 3.8	- 1.0	10.0
2009	- 6.4	- 4.0	- 2.7	- 4.7	-13.2	-14.5	- 8.5	-18.1
Monthly data								
Dec-08	489	368	107	261	121	55	41	25
Jan-09	488	369	121	247	119	52	41	26
Feb-09	488	369	123	246	119	53	40	26
Mar-09	481	367	122	245	115	52	38	24
Apr-09	478	362	119	243	116	52	41	24
May-09	482	373	132	241	109	49	39	22
Jun-09	456	352	119	233	103	44	37	22
Jul-09	451	344	107	237	108	46	38	23
Aug-09	447	339	109	230	108	47	39	21
Sep-09	452	347	109	238	105	47	38	20
Oct-09	453	350	108	242	103	43	40	21
Nov-09	463	358	112	246	106	45	41	20
Dec-09	468	365	113	252	103	46	39	19
Month-over-month growth rates								
Dec-08	- 2.6	- 3.0	-10.8	0.6	- 1.3	2.9	- 0.4	-10.8
Jan-09	- 0.2	0.1	13.1	- 5.2	- 1.1	- 4.3	- 0.2	4.6
Feb-09	0.0	0.2	1.7	- 0.6	- 0.5	0.4	- 3.1	1.9
Mar-09	- 1.3	- 0.7	- 1.4	- 0.3	- 3.5	- 0.8	- 3.8	- 8.5
Apr-09	- 0.7	- 1.3	- 2.2	- 0.8	1.2	- 1.0	6.1	- 1.7
May-09	0.9	2.9	10.6	- 0.9	- 5.6	- 6.0	- 4.2	- 7.3
Jun-09	- 5.6	- 5.6	- 9.6	- 3.3	- 5.6	- 8.7	- 3.6	- 2.1
Jul-09	- 0.9	- 2.4	-10.2	1.6	4.1	4.3	1.3	8.3
Aug-09	- 0.9	- 1.3	1.7	- 2.7	0.4	1.9	3.8	- 8.5
Sep-09	1.0	2.3	0.5	3.2	- 3.0	- 0.8	- 3.8	- 6.5
Oct-09	0.3	0.9	- 0.9	1.7	- 1.6	- 8.7	4.3	3.7
Nov-09	2.3	2.2	3.2	1.8	2.5	4.7	4.4	- 5.6
Dec-09	1.0	2.0	1.2	2.3	- 2.2	2.1	- 5.7	- 4.6

[†] Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)				Other Transportation (000s)		
	Vancouver			Victoria	BC Ferries		
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers
Annual data							
2005	16,419	8,348	4,106	3,965	1,318	8,539	21,791
2006	16,925	8,712	4,253	3,960	1,390	8,530	21,689
2007	17,495	9,017	4,361	4,118	1,482	8,559	21,690
2008	17,852	9,345	4,335	4,172	1,538	8,227	20,992
2009	16,173	8,677	3,842	3,654	1,533	8,296	20,956
Annual growth rates							
2005	4.4	4.5	3.6	5.0	5.5	0.1	- 0.7
2006	3.1	4.4	3.6	- 0.1	5.5	- 0.1	- 0.5
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0
2008	2.0	3.6	- 0.6	1.3	3.8	- 3.9	- 3.2
2009	- 9.4	- 7.1	-11.4	-12.4	- 0.4	0.8	- 0.2
Monthly data							
Dec-08	1,400	733	333	334	117	633	1,646
Jan-09	1,384	712	331	341	128	704	1,757
Feb-09	1,387	732	330	324	125	681	1,736
Mar-09	1,362	718	328	317	125	662	1,706
Apr-09	1,387	728	337	323	127	685	1,747
May-09	1,314	716	314	285	125	683	1,733
Jun-09	1,284	708	304	272	126	700	1,764
Jul-09	1,311	716	309	286	127	697	1,744
Aug-09	1,333	731	311	291	127	705	1,750
Sep-09	1,339	726	312	301	132	704	1,767
Oct-09	1,338	723	318	297	127	695	1,736
Nov-09	1,356	728	318	310	132	686	1,713
Dec-09	1,377	741	330	307	132	695	1,803
Month-over-month growth rates							
Dec-08	- 2.9	- 4.1	- 3.2	0.1	-10.4	- 7.1	- 4.9
Jan-09	- 1.1	- 2.8	- 0.5	2.0	9.2	11.2	6.8
Feb-09	0.2	2.8	- 0.3	- 4.8	- 1.9	- 3.3	- 1.2
Mar-09	- 1.8	- 2.0	- 0.8	- 2.3	- 0.2	- 2.7	- 1.7
Apr-09	1.9	1.4	2.7	1.9	2.0	3.4	2.4
May-09	- 5.3	- 1.6	- 6.8	-11.9	- 2.1	- 0.3	- 0.8
Jun-09	- 2.3	- 1.1	- 3.3	- 4.3	0.6	2.5	1.8
Jul-09	2.1	1.1	1.7	5.1	1.5	- 0.5	- 1.1
Aug-09	1.7	2.1	0.8	1.9	- 0.2	1.2	0.3
Sep-09	0.5	- 0.7	0.4	3.4	3.5	- 0.1	1.0
Oct-09	- 0.1	- 0.4	1.9	- 1.5	- 3.4	- 1.4	- 1.8
Nov-09	1.4	0.7	0.0	4.4	3.5	- 1.3	- 1.3
Dec-09	1.6	1.7	3.5	- 0.9	0.4	1.4	5.3

Data Source: Vancouver Airport Authority, Victoria Airport Authority and BC Ferries.

x = Data currently not available.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries ¹ (000s)				Hotel Industry ²		Consumer Price Index ¹	
	Air transport ⁴	Accommodation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate ³ (%)	Room Rate (\$)	Traveller accommodation	Restaurant meals ⁴
Annual data								
2005	15.8	32.9	128.8	33.3	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	35.5	65.7	121.9	77.5	109.3
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.4	133.8	83.5	115.1
2009	17.4	33.7	150.5	37.7	58.9	128.4	80.6	118.2
Annual growth rates								
2005	1.9	4.5	2.4	0.5	4.3	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.8	4.8	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.4	5.0	4.7	2.6
2008	- 1.3	1.7	5.5	- 2.5	- 3.4	4.5	3.0	2.6
2009	5.5	- 7.3	1.0	5.9	- 8.5	- 4.0	- 3.5	2.7
Monthly data								
Dec-08	16.6	36.2	153.4	35.3	60.8	132.4	84.1	116.8
Jan-09	16.7	35.4	153.1	37.4	60.7	132.0	82.5	117.1
Feb-09	18.2	35.7	153.6	37.0	62.1	131.0	81.7	117.4
Mar-09	17.8	34.4	151.1	36.7	58.7	129.7	81.5	117.9
Apr-09	17.9	33.9	149.6	36.7	59.0	130.7	81.4	118.0
May-09	16.7	32.8	150.1	37.7	57.2	128.2	80.6	118.1
Jun-09	17.0	32.3	148.3	38.5	57.0	125.2	79.9	117.9
Jul-09	17.0	33.1	149.8	38.2	58.7	123.7	78.7	117.9
Aug-09	17.8	33.0	149.4	37.9	60.7	125.4	80.2	118.4
Sep-09	17.7	33.4	150.1	38.3	59.0	126.0	79.3	118.7
Oct-09	17.6	33.1	149.5	38.0	57.9	128.3	79.9	118.9
Nov-09	17.3	33.3	150.9	38.0	58.3	131.8	80.7	118.8
Dec-09	17.2	33.9	150.2	38.3	57.9	128.9	80.7	119.0
Month-over-month growth rates								
Dec-08	- 2.2	1.9	0.8	- 3.6	- 0.9	- 1.6	- 0.6	0.2
Jan-09	0.9	- 2.3	- 0.2	5.7	- 0.1	- 0.3	- 1.9	0.3
Feb-09	8.8	0.8	0.3	- 0.9	1.4	- 0.8	- 1.0	0.3
Mar-09	- 2.5	- 3.8	- 1.6	- 0.9	- 3.4	- 1.0	- 0.2	0.4
Apr-09	0.5	- 1.2	- 1.0	0.0	0.3	0.8	- 0.1	0.1
May-09	- 6.6	- 3.3	0.4	2.6	- 1.8	- 1.9	- 1.0	0.1
Jun-09	1.8	- 1.5	- 1.2	2.2	- 0.2	- 2.3	- 0.9	- 0.2
Jul-09	0.3	2.5	1.0	- 0.9	1.7	- 1.2	- 1.5	0.0
Aug-09	4.7	- 0.6	- 0.3	- 0.6	2.0	1.4	1.9	0.4
Sep-09	- 0.4	1.4	0.5	1.1	- 1.7	0.5	- 1.1	0.3
Oct-09	- 0.7	- 0.9	- 0.4	- 0.8	- 1.1	1.8	0.8	0.2
Nov-09	- 1.9	0.6	0.9	0.1	0.4	2.7	1.0	- 0.1
Dec-09	- 0.6	1.6	- 0.4	0.6	- 0.4	- 2.2	0.0	0.2

¹Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

²Data Source: Pannell Kerr Forster and BC Stats.

³Occupancy Rate change expressed as percentage point change.

⁴No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places ¹ Receipts (\$ million)					
	BC ²			Canada		
	Total	Drinking Places	Food Services	Total	Drinking Places	Food Services
Annual data						
2005	6,916	712	6,203	41,190	2,724	38,466
2006	7,405	576	6,788	43,356	2,580	40,775
2007	7,611	622	6,937	44,637	2,521	42,116
2008	7,664	647	7,017	46,682	2,549	44,133
2009	7,868	661	7,215	48,101	2,579	45,522
Annual growth rates						
2005	3.0	- 7.6	4.4	3.4	- 0.6	3.7
2006	7.1	-19.2	9.4	5.3	- 5.3	6.0
2007	2.8	8.1	2.2	3.0	- 2.3	3.3
2008	0.7	4.0	1.2	4.6	1.1	4.8
2009	2.7	2.1	2.8	3.0	1.2	3.1
Monthly data						
Dec-08	618	x	x	3,873	213	3,660
Jan-09	657	x	x	3,936	217	3,719
Feb-09	641	x	x	3,950	220	3,730
Mar-09	637	54	587	3,966	219	3,747
Apr-09	650	x	x	3,988	217	3,771
May-09	652	x	x	4,014	215	3,799
Jun-09	652	57	593	3,985	216	3,769
Jul-09	660	57	602	4,016	214	3,802
Aug-09	667	57	613	4,016	215	3,801
Sep-09	668	x	x	4,047	214	3,832
Oct-09	665	53	611	4,041	213	3,827
Nov-09	657	53	602	4,051	207	3,844
Dec-09	661	54	612	4,092	212	3,880
Month-over-month growth rates						
Dec-08	- 3.0	x	x	- 1.3	- 0.9	- 1.4
Jan-09	6.4	x	x	1.6	1.9	1.6
Feb-09	- 2.5	x	x	0.3	1.4	0.3
Mar-09	- 0.7	- 1.0	- 0.6	0.4	- 0.7	0.5
Apr-09	2.2	x	x	0.6	- 0.6	0.6
May-09	0.2	x	x	0.6	- 1.1	0.7
Jun-09	0.1	3.5	- 0.6	- 0.7	0.7	- 0.8
Jul-09	1.1	0.3	1.4	0.8	- 1.2	0.9
Aug-09	1.2	0.7	2.0	0.0	0.3	0.0
Sep-09	0.2	x	x	0.8	- 0.2	0.8
Oct-09	- 0.4	x	x	- 0.1	- 0.4	- 0.1
Nov-09	- 1.3	1.5	- 1.4	0.3	- 3.0	0.4
Dec-09	0.7	0.2	1.6	1.0	2.4	0.9

¹Data Source: Statistics Canada & BC Stats.

x = Data currently not available.

²Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 10: Accommodation Category Definitions

Type	Definition
<i>Hotel</i>	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
<i>Motel</i>	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
<i>Freshwater/Saltwater Fishing Lodge</i>	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
<i>Vacation Rental</i>	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
<i>Miscellaneous</i>	All other properties not included or classified as above, including adventure/ hunting lodges, bed and breakfasts, guest ranches, reservation agencies and resorts.

Table 11: Urban Centre Definitions

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
<i>C</i>	City
<i>DM</i>	District Municipality
<i>RM</i>	Resort Municipality
<i>T</i>	Town
<i>V</i>	Village